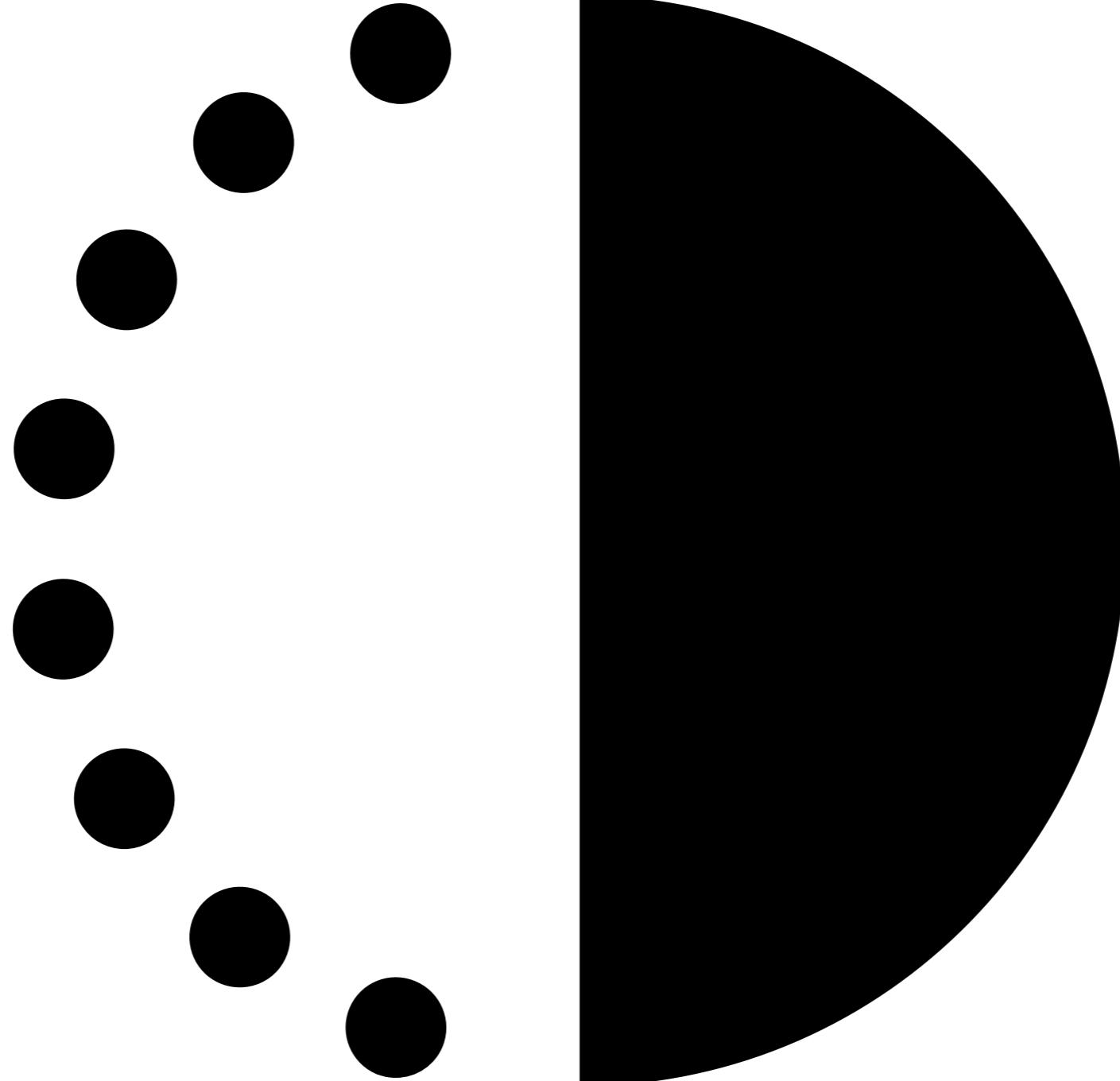


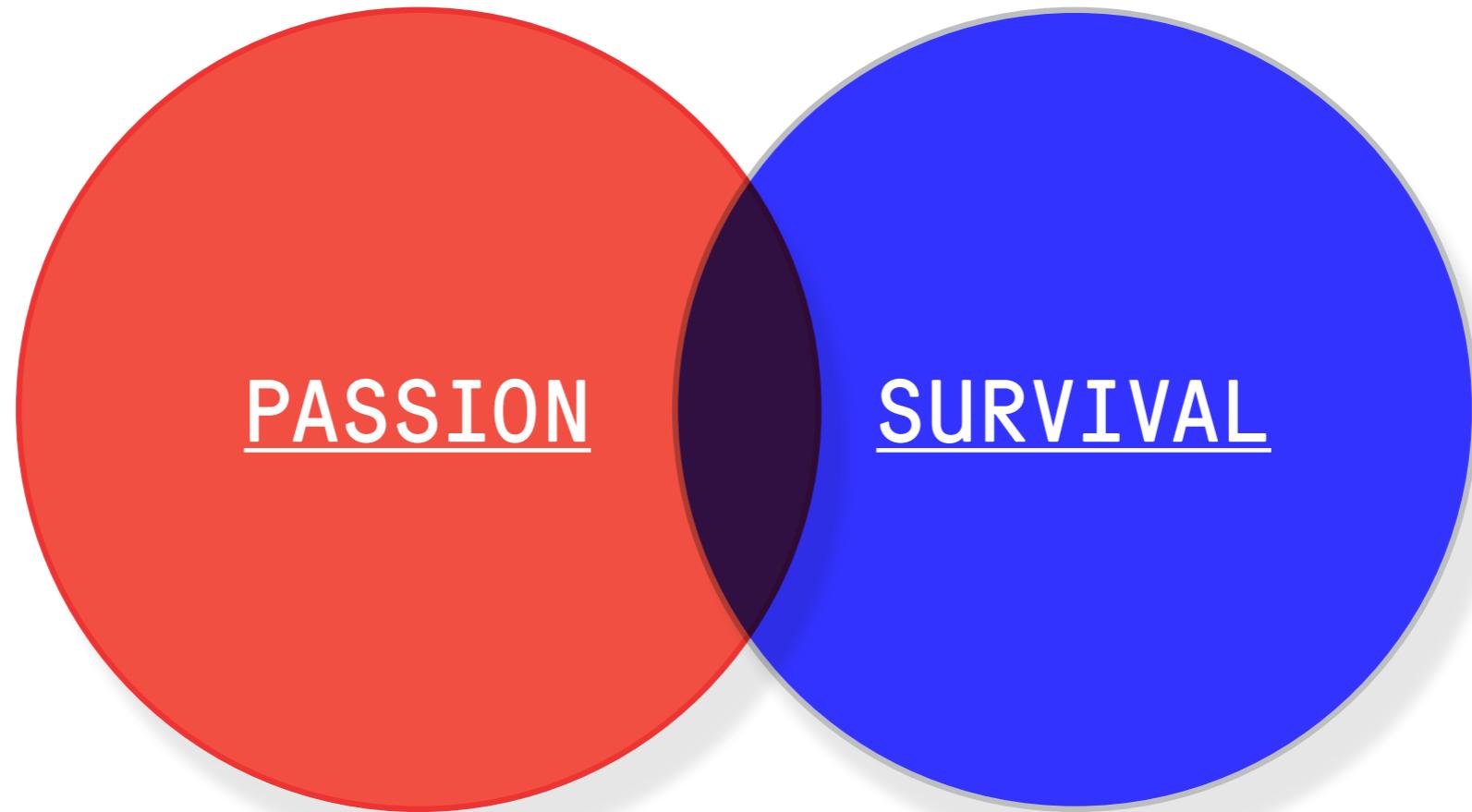
Models of Impact

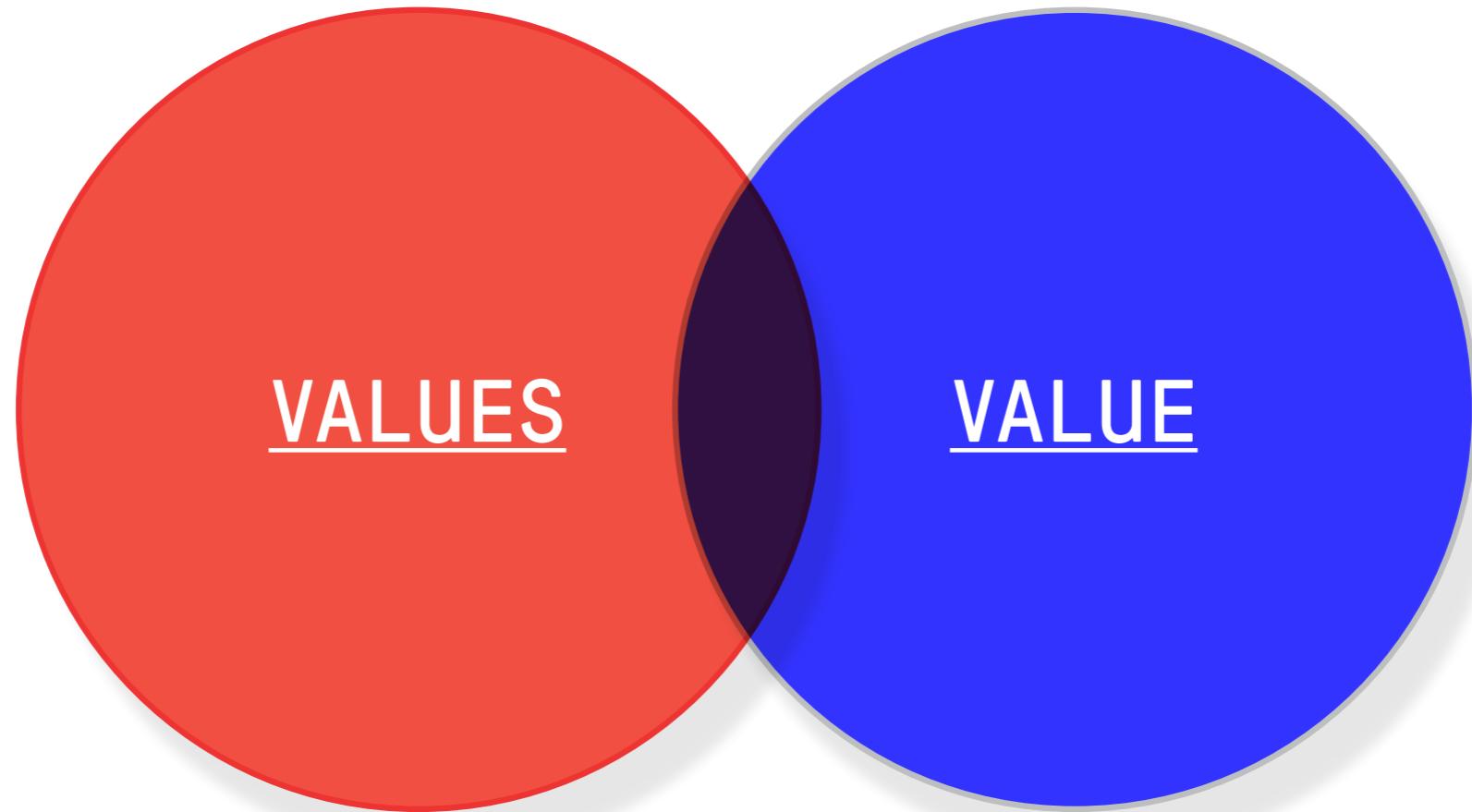
A methodology for balancing impact and revenue





very nice.





A method that allows for a non-profit organization, or for-profit business, to operate sustainably and effectively while simultaneously maximizing impact in the community they serve.

IMPACT MODEL

REVENUE MODEL

The method a business or organization uses to earn revenue from the target market.

Business Model

A plan that defines how all aspects of the business fit together in a cohesive manner.

A BUSINESS MODEL IS...

A method that allows for a non-profit organization, or for-profit business, to operate sustainably and effectively while simultaneously maximizing impact in the community they serve.

IMPACT MODEL

The method a business or organization uses to earn revenue from the target market.

Business Model

A plan that defines how all aspects of the business fit together in a cohesive manner.

The diagram consists of two overlapping circles. The left circle is red and contains the text 'IMPACT MODEL'. The right circle is light blue and contains the text 'REVENUE MODEL'. The overlapping area is white.

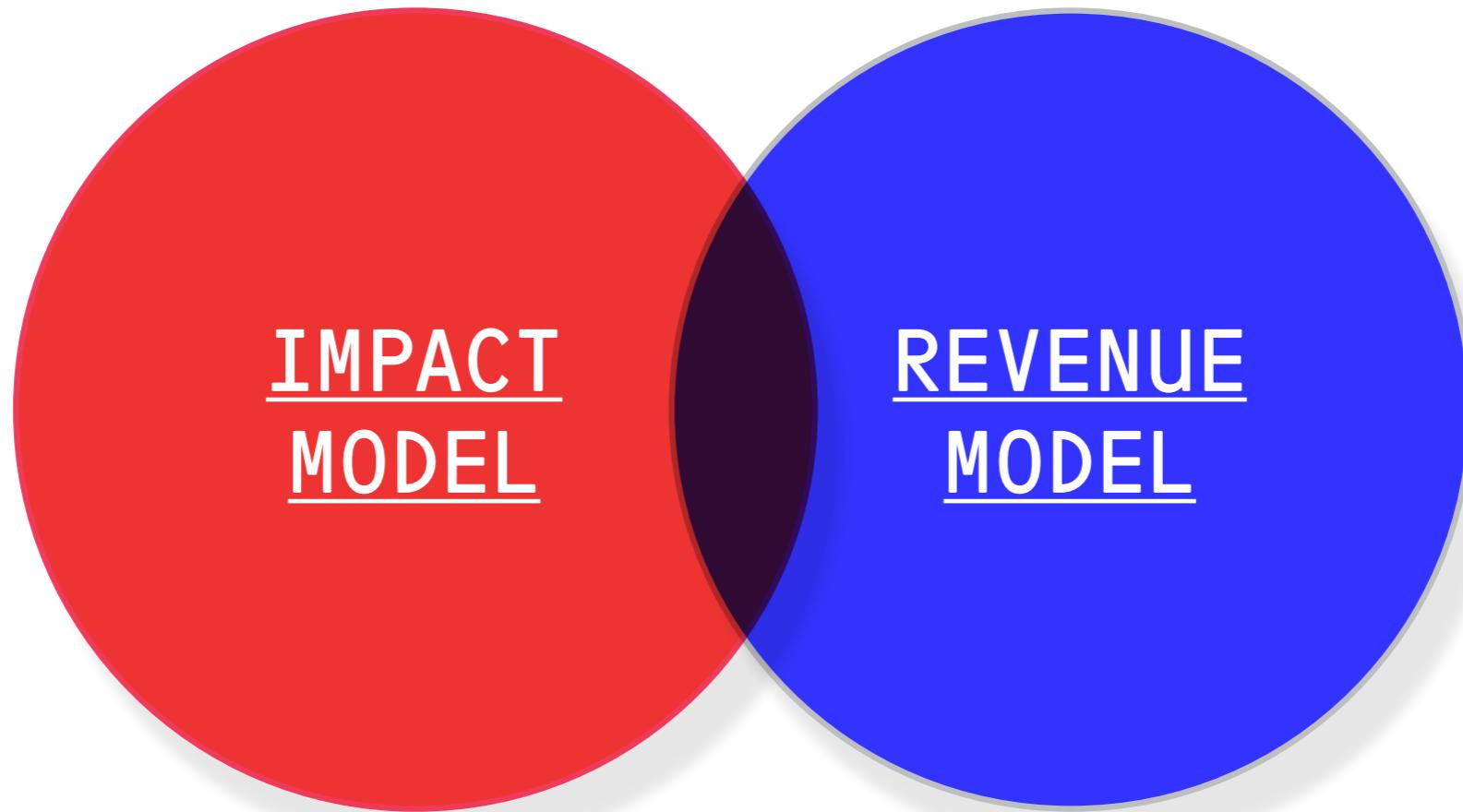
IMPACT
MODEL

**IF YOU ONLY HAVE
AN IMPACT MODEL,
YOU'LL FEEL FULFILLED,
BUT THAT SENSE
OF PURPOSE WILL
BE SHORT-LIVED
DUE TO FINANCIAL
CONSTRAINTS.**

**IF YOU ONLY HAVE A
REVENUE MODEL, YOU
MIGHT GET WEALTHY,
BUT ULTIMATELY YOU
WILL FEEL A LACK OF
MOTIVATION AND
PURPOSE.**

REVENUE
MODEL

BY BALANCING IMPACT AND REVENUE,



YOUR VENTURE CAN SUPPORT AND FULFILL YOU.

Models of Impact

A roleplaying and ideation game that simulates the process of launching a social enterprise.

MOI version 5.0

Models of Impact Gameplay Instructions



MODELsofIMPACT.CO



MOI version 5.0

Models of Impact Glossary

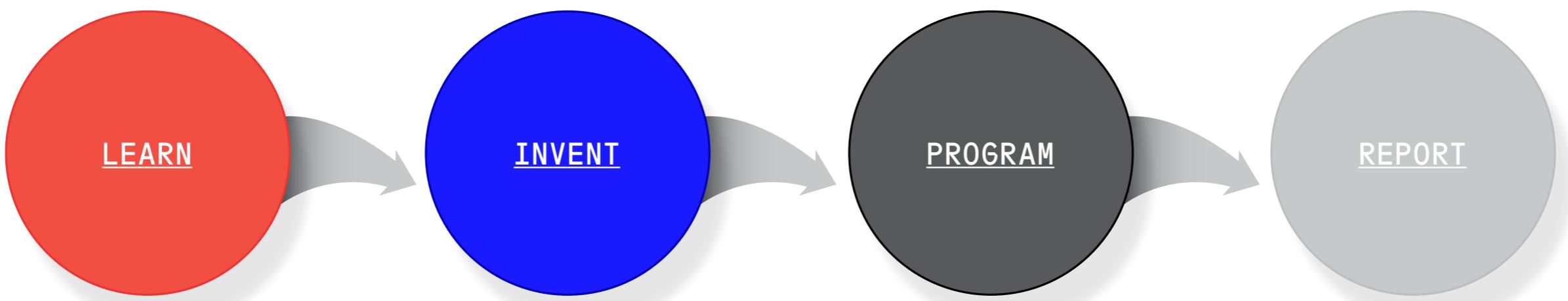


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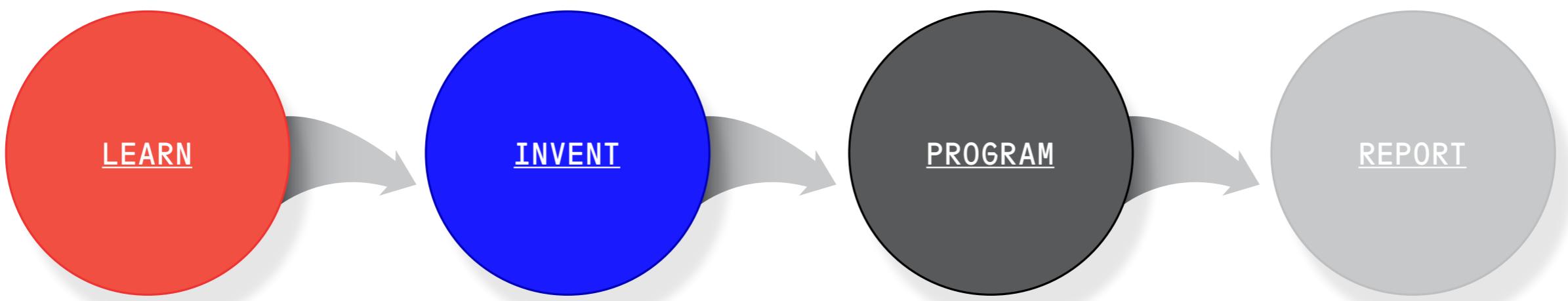


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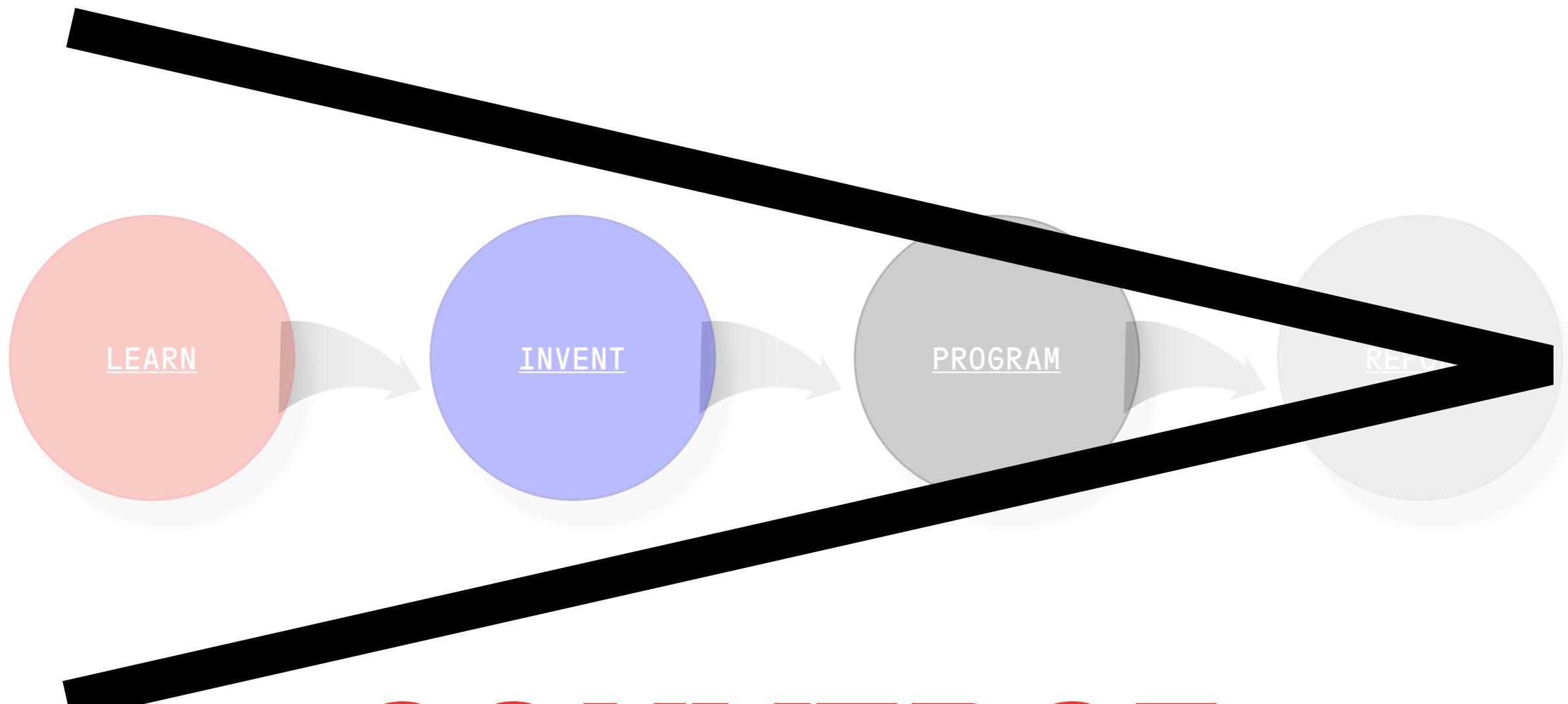


**Let's play the
Models of
Impact game!**



DESIGN MINDSET

DIVERGE



CONVERGE

LEARN





Rising Tide Car Wash

PACKAGED
EXPERIENCE

Value
Stakeholder
Prop.

GRID110





Meathead Movers

HOMEBOY

bakery

Homies Are Like Bread
Time They Rise To Their Potential

Homeboy Industries



**RECICLAR
TIENE ONDA.**

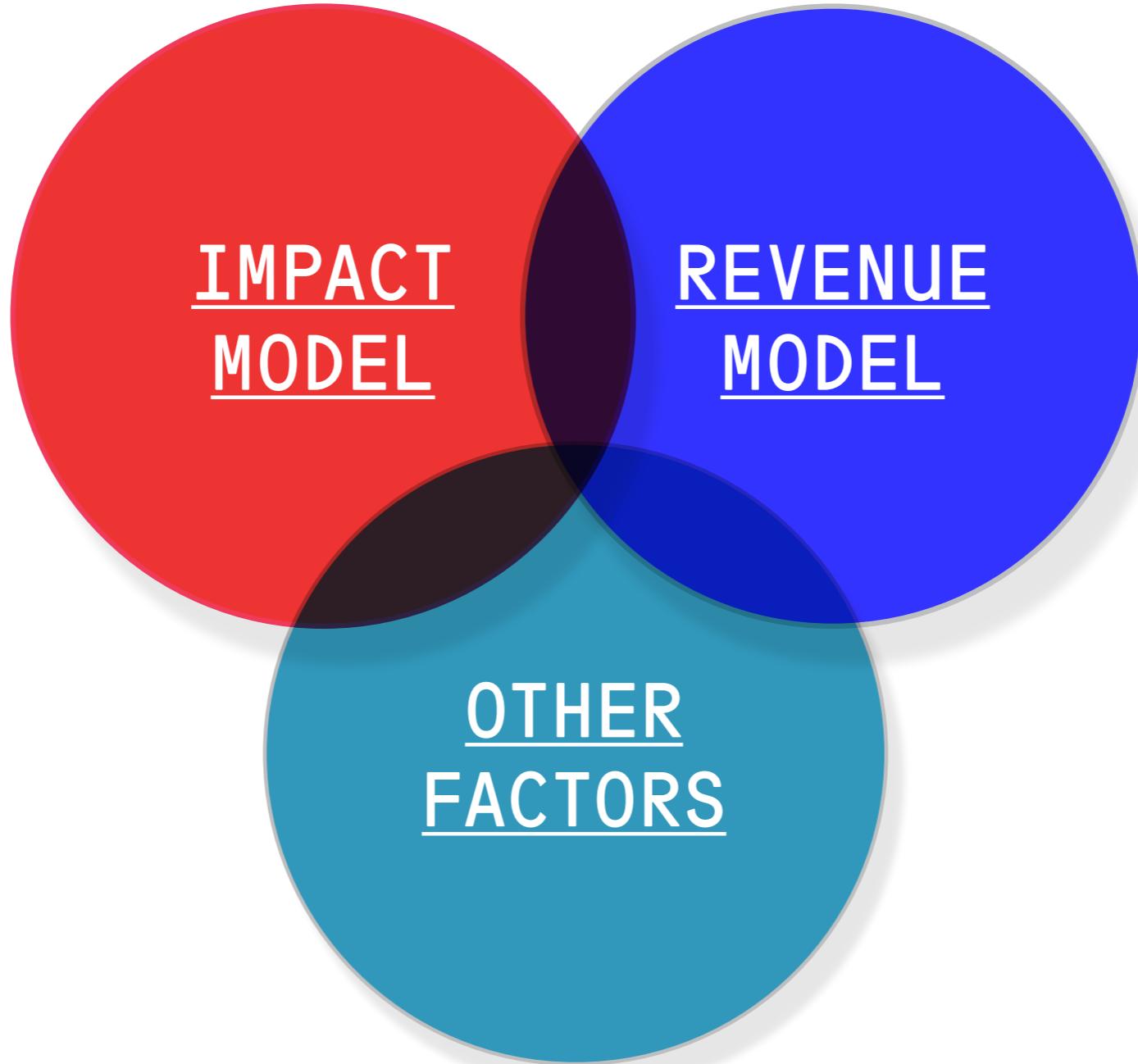


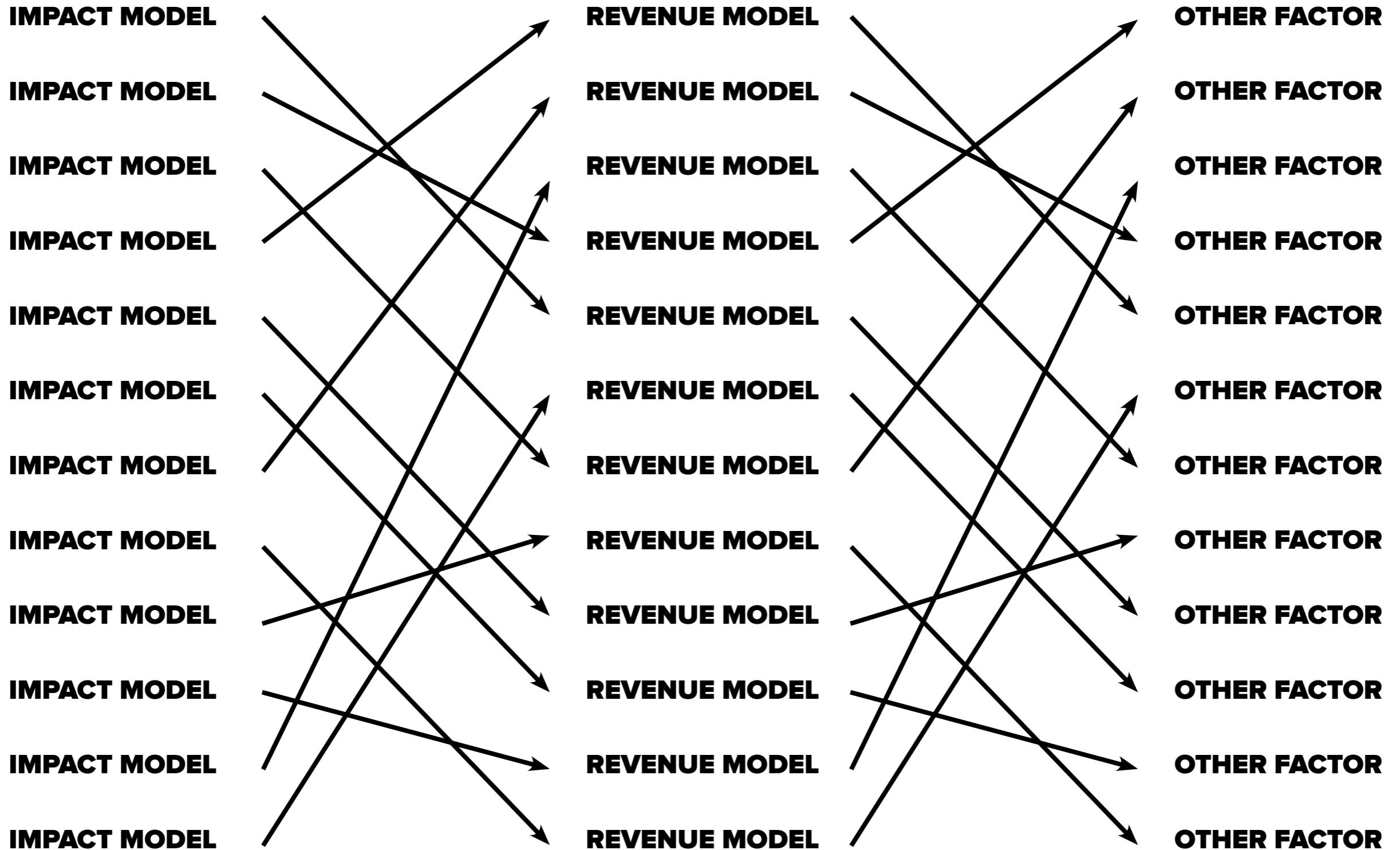
Xinca Eco Shoes



LSTN Headphones

INVENT







SCENARIO: IDEATING A NEW BUSINESS FROM SCRATCH.

12 Impact Models

- 1 Jobs for Transitional Communities
- 2 Product for Service/Access
- 3 Conditional Discounts
- 4 Sharing Economy
- 5 One for One
- 6 Cradle-to-Cradle Products
- 7 Crowdfunding
- 8 Civic/Social Incubator or Accelerator
- 9 Open Source
- 10 Sliding Scale Rates
- 11 Access to Education
- 12 % of Profit or Revenue

12 Revenue Models

- 1 Hourly Rate
- 2 Project/Flat Rate
- 3 eCommerce
- 4 Pay-What-You-Want
- 5 Freemium
- 6 Donations
- 7 Membership/Subscription
- 8 Advertisement/Advertising
- 9 Sponsorship
- 10 Free Sample
- 11 Cross-Subsidy
- 12 Secondary Revenue

12 Other Factors

- 1 Walking the Dog
- 2 Public Transit
- 3 Social Media
- 4 Eating Food
- 5 Facilitating Workshops
- 6 Skateboarding
- 7 Drinking Coffee
- 8 Consulting Businesses
- 9 Going to Museums
- 10 Listening to Music
- 11 Writing
- 12 Traveling

**WHAT ARE
OUR “OTHER
FACTORS”?**

**12 EMERGING ISSUES,
EXCITING TRENDS,
RESOURCES, OR
OTHER INTERESTS...**

ROUND 01

12 Impact Models

- 1 Jobs for Transitional Communities
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- 12 Secondary Revenue

ROUND 02

12 Impact Models

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- 9 Open Source
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- 9 Sponsorship
- 10 Free Sample
- 11 Cross-Subsidy
- 12 Secondary Revenue

ROUND 03

12 Impact Models

- 1 Jobs for Transitional Communities
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- 3 Conditional Discounts
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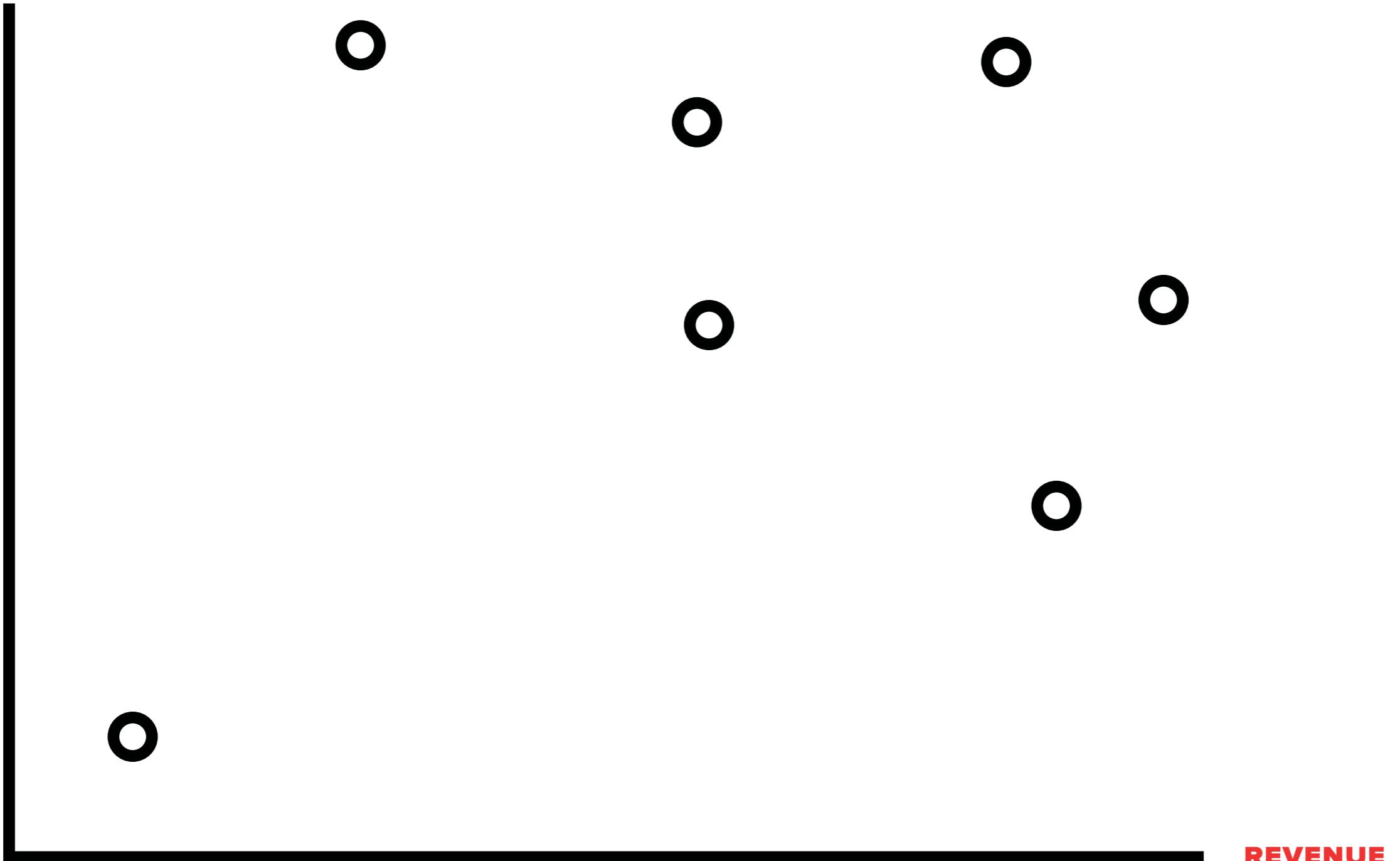
**SELECT ONE
IDEA TO MOVE
FORWARD WITH**

IMPACT

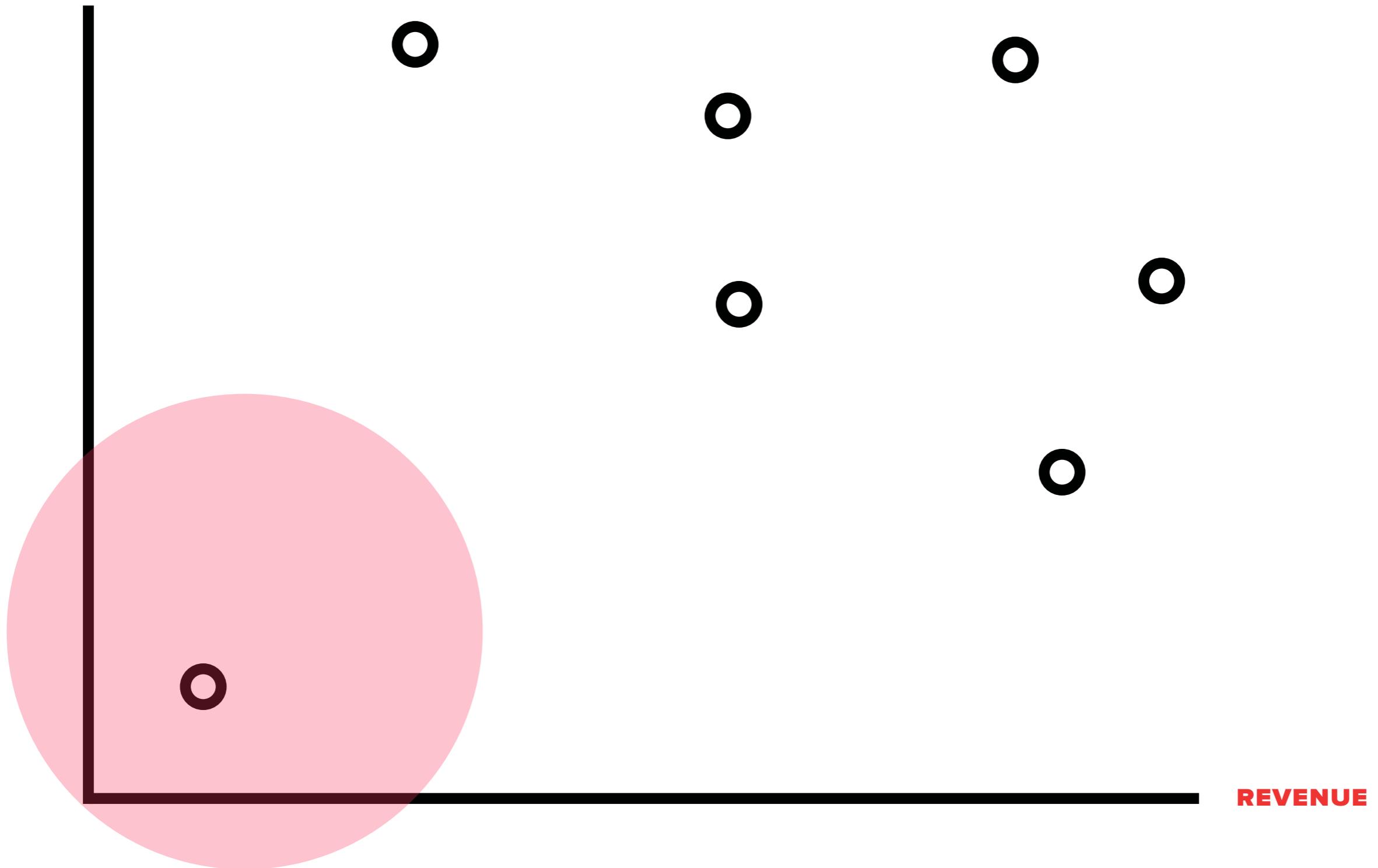


REVENUE

IMPACT



IMPACT



IMPACT



REVENUE

PROGRAM

IMPACT MODEL(S)

PRODUCTS/SERVICES

VALUE PROPOSITION

TALENT/OPERATIONS

CUSTOMERS/PARTNERS

REVENUE MODEL(S)

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Impact Model(s):

What kind of impact do you want to make with this product/service/initiative/program? How do you measure your impact?

Products/Services:

What are you creating? How do you ensure your product/service/initiative/program works well, and creates the impact you are hoping to achieve?

Value Proposition:

What makes this product/service/initiative/program unique? What other complementary or competing products/services/initiatives exist, and why are you better?

Talent/Operations:

What kind of talent and resources will you need to realize this impact? How will you find the talent and resources you need?

Customers/Partners:

Who will you work with to create this impact? Who won't you work with? Who are your clients, funders, and networks?

Revenue Model(s):

How does your product/service/initiative/program fund itself? How can you incorporate multiple revenue streams?

IMPACT MODEL(S)

What kind of impact do you want to make with this product/service/initiative/program?
How do you measure your impact?

PRODUCTS/SERVICES

What are you creating? How do you ensure your product/service/initiative/program works well, and creates the impact you are hoping to achieve?

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CUSTOMERS/PARTNERS

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REVENUE MODEL(S)

How does your product/service/initiative/program fund itself? How can you incorporate multiple revenue streams?

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REPORT

USE-CASES

USE-CASE 01:

IDEATING A NEW BUSINESS FROM SCRATCH.

USE-CASE 02:

LAUNCHING A NEW INITIATIVE IN AN EXISTING BUSINESS OR INSTITUTION.

very nice.

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- 9 Sponsorship
- 10 Free Sample
- 11 Cross-Subsidy
- 12 Secondary Revenue

12 Other Factors

- 1 Diversity
- 2 Activism
- 3 Post-it Notes
- 4 Graphic Design
- 5 Design Strategy
- 6 Content Creation
- 7 Social Media
- 8 Philanthropy
- 9 Education
- 10 Toolkits
- 11 Office Space
- 12 Employees

USE-CASE 03:

FINDING AN IMPACT MODEL FOR A FOR- PROFIT BUSINESS.



12 Impact Models

- 1 Jobs for Transitional Communities
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- 7 Crowdfunding
- 8 Civic/Social Incubator or Accelerator
- 9 Open Source
- 10 Sliding Scale Rates
- 11 Access to Education
- 12 % of Profit or Revenue

12 Other Factors

- 1 Burgers
- 2 Fries
- 3 Soda
- 4 Customers (In-House)
- 5 Customers (Drive-Thru)
- 6 Farmers
- 7 Happy Meal Toys
- 8 Real Estate
- 9 Furniture
- 10 Employees
- 11 Global Brand
- 12 Cows

USE-CASE 04:

FINDING A REVENUE MODEL FOR A NON- PROFIT ORG.

USE-CASE 05:

EXAMINING OR DOCUMENTING AN EXISTING MODEL.

IMPACT MODEL(S)

What kind of impact do you want to make with this product/service/initiative/program?
How do you measure your impact?

PRODUCTS/SERVICES

What are you creating? How do you ensure your product/service/initiative/program works well, and creates the impact you are hoping to achieve?

VALUE PROPOSITION

What makes this product/service/initiative/program unique? What other complementary or competing products/services/initiatives exist, and why are you better?

TALENT/OPERATIONS

What kind of talent and resources will you need to realize this impact? How will you find the talent and resources you need?

CUSTOMERS/PARTNERS

Who will you work with to create this impact? Who won't you work with? Who are your clients, funders, and networks?

REVENUE MODEL(S)

How does your product/service/initiative/program fund itself? How can you incorporate multiple revenue streams?

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USE-CASE 06:

AN EXCUSE TO HAVE FUN AND GET SILLY WITH YOUR TEAM.

Q+A

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